

Message Text

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ACTION COME-00

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FM AMEMBASSY LONDON
TO SECSTATE WASHDC PRIORITY 4670

UNCLAS LONDON 05026

E.O. 11652: N/A
TAGS: BEXP, UK
SUBJECT: LONDON TRADE CENTER

REF: LONDON 4449 AND PREVIOUS

1. WE HAVE BEEN CONSIDERING WHAT RESOURCES WE WILL
NEED TO EMPLOY AT THIS END TO ASSIST US FIRMS TO PART-
ICIPATE IN INTERNATIONAL TRADE SHOWS FOLLOWING THE CLO-
SURE OF THE TRADE CENTER.

2. WE UNDERSTAND THAT THE DEPARTMENT OF COMMERCE DES-
IRES TO MAINTAIN AT LEAST A LIMITED OFFICIAL EXHIBITION
FACILITY TO HANDLE THE NEEDS OF NEW-TO-MARKET FIRMS WHO
WISH TO PARTICIPATE IN OUR PRODUCT MARKETING SERVICE OR
HOLD SMALL BUSINESS SPONSORED PROMOTIONS. PRIME SPACE
FOR SUCH A FACILITY COULD BE PROVIDED WITHIN THE CHAN-
CERY, WITH THE UNDERSTANDING THAT THE SPACE WOULD ALSO
BE AVAILABLE FOR OTHER EMBASSY FUNCTIONS. OFFICE SOACE
CAN ALSO BE PROVIDED FOR THE STAFF REQUIRED TO SUPPORT
THE FACILITY AND THE PROGRAM FOR ASSISTING U.S. FIRMS
TO PARTICIPATE IN SELECTED INTERNATIONAL TRADE FAIRS.

3. WE REALIZE THAT ANY PROGRAM FOR OFFICIAL PARTICI-
PATION IN INTERNATIONAL TRADE FAIRS IS OPEN-ENDED. IN
KEEPING WITH OUR NEED TO PROMOTE GREATER ECONOMY AND
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MAINTAIN A PROPER BALANCE IN THE USE OF MISSION RESOUR-
CES, WE WOULD ENVISAGE A RESIDENT OERMANENT STAFF TO
SUPPORT EXHIBITION EFFORTS AS COMPRISING IN SIZE NO
MORE THAN HALF OF THE PRESENT ELEVEN-MEMBER TRADE CEN-
TER COMPLEMENT. THE PROXIMITY OF THE PROPOSED EXHIBIT-
ION STAFF TO OTHER COMMERCIAL PERSONNEL WOULD ENSURE A
BETTER INTEGRATION OF OUR TRADE PROMOTION EFFORTS. TH-

ERE IS ENOUGH FLEXIBILITY IN THE WORK PRIORITIES OF THE
COMMERCIAL PERSONNEL NOT PRESENTLY WORKING DIRECTLY ON
TRADE CENTER PROGRAMS TO PERMIT A NUMBER OF TEMPORARY
ASSIGNMENTS WHEN NEEDED TO SUPPORT OUR PARTICIPATION
TRACT PERSONNEL MIGHT ALSO BE USED OCCASIONALLY AS HAS
BEEN THE PRACTICE AT THE TRADE CENTER.

4. THE EMBASSY IS PREPARED TO WORK CLOSELY WITH ALL
ELEMENTS IN STATE AND COMMERCE TO DETERMINE THE BEST
POSSIBLE CONFIGURATION OF THE RESOURCES THAT WE WILL
HAVE AVAILABLE TO SUPPORT OUR EXPORT PROMOTION EFFORTS
IN LONDON. OBVIOUSLY, WE WILL REQUIRE THE FULL CO-OO-
ERATION OF THE DEPARTMENT OF COMMERCE IN PLANNING AND
SUPPORTING ANY EMBASSY INITIATIVE TO ASSIST U.S. FIRMS
TO PARTICIPATE IN INTERNATIONAL FAIRS.
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